

Message Text

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PAGE 01 BRUSSE 07225 122033Z

62

ACTION EB-11

INFO OCT-01 EUR-06 ISO-00 DRC-01 RSC-01 /020 W

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R 121645Z DEC 73

FM AMEMBASSY BRUSSELS

TO USDOC WASHDC

INFO SECSTATE WASHDC 9391

UNCLAS BRUSSELS 7225

SUBJECT: MECANOGRAPYIE TRADE FAIR, BRUSSELS, SEPTEMBER 1974

REF: A) USDOC 19189; B) BRUSSELS 6942; C) BRUSSELS 6564

1. IN RESPONSE TO REQUEST IN REFTEL (A), EMBASSY OFFICER SPOKE WITH EXHIBITION ORGANIZER WHO SAID THAT NO SHELL SYSTEM FOR STANDS WOULD BE CONSTRUCTED BY FAIR AUTHORITIES. EACH EXHIBITOR WOULD ONLY RECIEVE BARE FLOOR SPACE, AS INDICATED IN REFTEL (B).

2. TO AID COMMERCE IN ESTIMATING CONSTRUCTION COSTS, EMBASSY HAS ASKED FOR ROUGH ESTIMATES FROM SEVERAL CONTRACTORS FOR EXHIBITION CONSTRUCTION WORK. ONE OF THESE CONTRACTORS HAS SO FAR REPLIED THAT WALL CONSTRUCTION WOULD COST BETWEEN BF 4,000 AND BF 5,000 (DOLS 100 TO DOLS 125) PER 12 QUARE METER UNIT. THIS PRICE WOULD COVER THE ASSEMBLING AND REMOVAL OF WALL PANELS, WITH NO LIGHTING, FLOOR COVERING OR PAINTING. FOR BUILDING A COMPLETE FINISHED STAND (NOT INCLUDING PHTOGRAPHS), CONTRACTOR ESTIMATES THAT HE WOULD CHARGE BF 3,000 (DOLS 75) AS A MINIMUM PRICE PER SQUARE METER.

3. EMBASSY HAS NOW CONTACTED 20 AMERICAN SUBSIDIARIES IN BELGIUM TO DISCUSS THE POSSIBILITY OF THEIR PARTICIPATING IN A U.S. EXHIBIT IN THE 1974 SHOW. SUBSIDIARIES OF THE THREE FOLLOWING FIRMS HAVE EXPRESSED INITIAL INTEREST IN PARTICIPATING: A. B. DICK, DIGITAL EQUIPMENT CORP., ANS SINGER BUSINESS MACHINES. THE FOLLOWING 12 SIBSIDIARIES ARE STILL CONSIDERING POSSIBLE PARTICIPATIN: DICTAPHONE INTERNATIONAL, IBM BELGIUM, N. C.R. BELGIUM, 3-M BELGIUM, HEWLETT-PACKARD BENELUX, MEMOREX S.A., KODAK S.A., LITTON INDUSTRIES, BURROUGHS S. AM, UNCLASSIFIED

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PAGE 02 BRUSSE 07225 122033Z

CONTROL DATA BELGIUM, HONEYWELL BULL, ADREMA PITNEY-BOWES.

THE FOLLOWING FIVE SUBSIDIARIES WERE CONTACTED, BUT DECLINED TO
PARTICIPATE IN A U.S. EXHIBIT: ADDRESSOGRAPH- MULTIGRAPH, BELL
TELEPHONE MANUFACTURING COMPANY, SCM INTERNATIONAL, SPERRY RAND,
AND RANK XEROX.
BOOCHEVER

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NNN

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